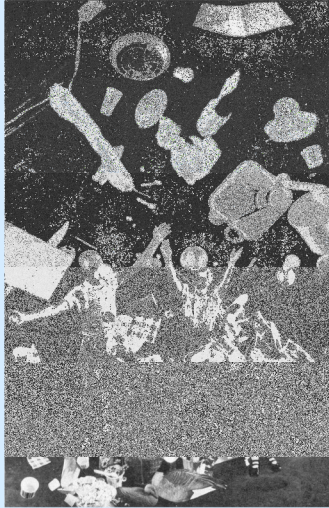




- CWA is a national environmental advocacy organization with nearly 1 million members nationwide
- Offices in 15 states, with out headquarters in DC
- CA office in Oakland, 55,000 members
- I am going to tell you why a grassroots environmental organization that focuses on water issues has chosen to develop new source reduction strategies to reduce packaging and trash from take-out food.

THE PROBLEM



- The Throwaway Society
- Marine debris
- Resource consumption
- Too much waste!



- We came to this issue through the lens of marine debris, which is trash and plastics in our oceans
- In the 1950s the plastics and chemical industries sold the American public on the convenience of single-use disposable items, which has resulted in huge problems today

• Marine debris: our oceans are filling with trash

- 60-90% of marine debris is plastic

- Impacts on wildlife and human food chain
- 80% comes from land-based sources

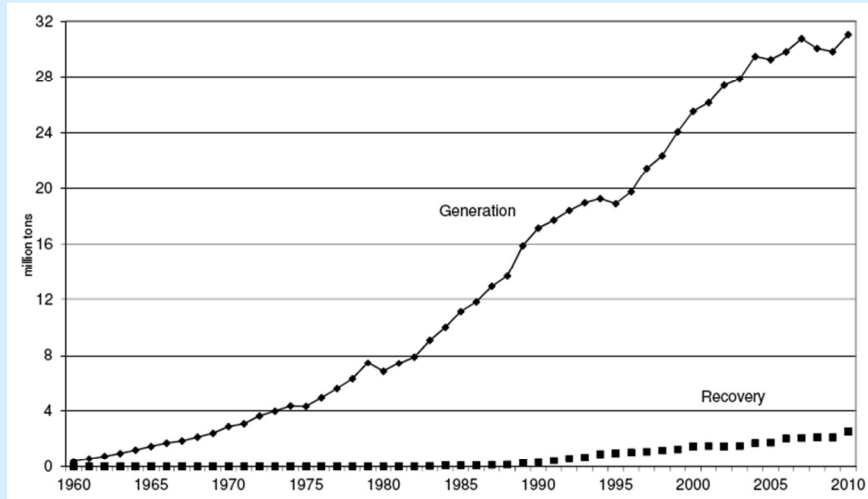
• Resource consumption:

- Trees, fossil fuels, water, energy
- 5% of world population, consumes quarter of resources
- Nearly 30% of non-energy resources consumed for packaging

• Too much waste!

- Not enough landfill space, composting and recycling can't keep up with the amount of trash that's generated (only 5% of plastics recycled)

PLASTICS GENERATION AND RECOVERY IN CALIFORNIA 1960 TO 2010



Graph

Need a new approach – source reduction!

SOURCE REDUCTION

■ Typical strategies fall short

- Cost
- Resource use
- Effectiveness

■ What is source reduction?

- Generate less waste to begin with
- Not diversion



 CLEAN WATER ACTION

•We need a new approach – which is where source reduction comes in

•Typical strategies fall short

- Costly - \$500 million annually
- Don't address resource issue
- Focuses on controlling, not solving the problem

•Source reduction focuses on reducing how much waste is generated in the first place

•Let's make sure we're all on the same page about what source reduction means as defined by state law

•I'm not going to read through the lengthy definition, but essentially it's reducing waste at the source so it's not generated in the first place

- Not talking about managing the waste after it's created, typically through diversion, like recycling and composting and we're not talking about cleaning it up before it enters a waterway

•In order to address the marine debris issues from a source reduction perspective, we had to figure out where all this trash is coming from

TAKE OUT THE TRASH SURVEY 2011

- Conducted litter audit in Oakland, San Jose, South San Francisco, Richmond and San Mateo County
- 11,000+ items collected
- 67% of littered products were food and beverage packaging
- Cigarette butts and take-out food packaging are most significant litter types

Note: Cigarette butts were too numerous to count!



 CLEAN WATER ACTION
CALIFORNIA

- CWA wanted to figure out the biggest sources of marine litter – conducted literature review
- We didn't plan to do a study, but the information didn't exist
 - Studies characterize types and quantity, but not where they come from
- Partnered with jurisdictions
- Collected over 11,395 pieces of litter in four different cities
- Our conclusion, that the biggest components of street litter are take-out food and beverage packaging and cigarette butts

MAIN SOURCE: TAKE-OUT FOOD SERVICE

- **19% from known sources**
- **Primary Source was fast food (49%)**
- **81% of sources do take-out**

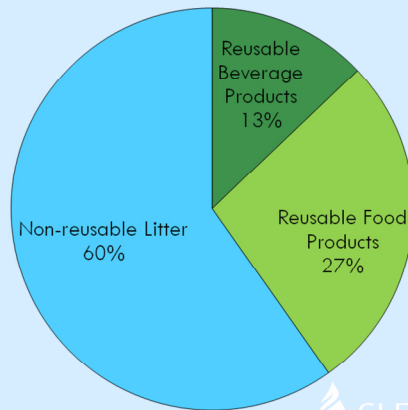


 CLEAN WATER ACTION

- We wanted to know more than what types of products- we wanted to identify where the products were originating so we could go to the source to reduce them.
- So we checked brand names and other identifying factors. 19% of the litter collected was from an identifiable known source.
- Almost half came from fast food. Altogether, take-out related businesses comprised 81% of the sources.

SOURCE REDUCTION POTENTIAL

- 13% reduction from reusable beverage containers
- 27% reduction from reusable food containers



 CLEAN WATER ACTION

RETHINK DISPOSABLE

Pilot partnership project with 6 jurisdictions

- Voluntary practices by food businesses
- Regulatory options
- Consumer engagement

ReThink Disposable, formerly “Taking Out the Trash”



In preparing the public launch of the project, we renamed it ReThink Disposable.

Name cities!

DEVELOPING CASE STUDIES FOR BUSINESSES

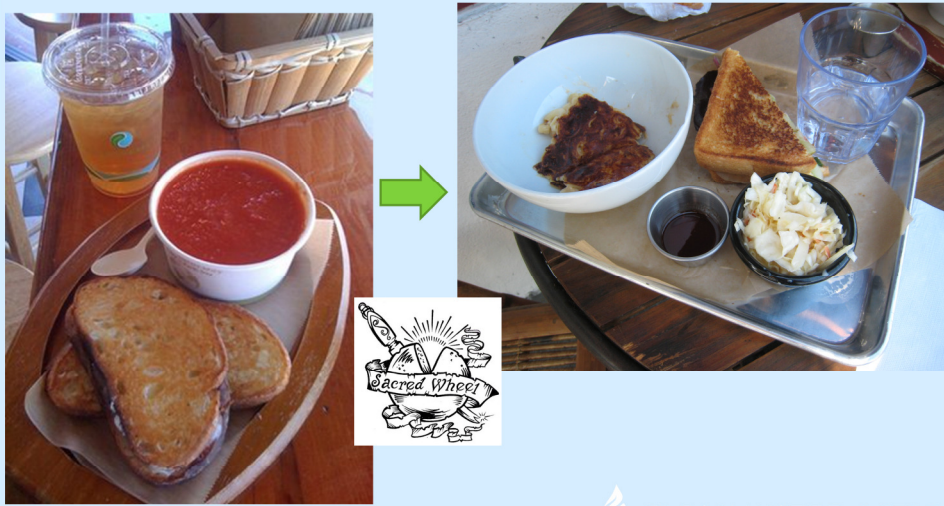
- Audits of 12 businesses
- Early results indicate potential for significant annual waste reductions and savings
 - Financial savings range from \$350-\$37,302 annually with average savings per business of \$8,596-\$10,938
 - Waste savings range from 328 -22,500 lbs. annually (37,000 -1,200,000 pieces)



 CLEAN WATER ACTION

- Working with large chains, cafes, coffee shops, restaurants and a food truck
- Most of the businesses do not do inventory and purchasing is inconsistent over a two week period, so we had to do inventory, track usage over two weeks and then do inventory again to get an accurate picture of usage

AUDIT HIGHLIGHTS



 CLEAN WATER ACTION

AUDIT HIGHLIGHTS



NEXT STEPS IN BUSINESS ENGAGEMENT

- Use results to develop outreach to other Bay Area businesses
- Engage 50-100 new businesses
- Measure results
- Develop similar case studies for institutional dining



 CLEAN WATER ACTION

Develop toolkit and case studies

Engage businesses in implementing the best management practices that have been developed during this pilot phase

SCOPING REGULATORY APPROACH

- Research best strategies to incentivize customers BYO
- Convening workgroup to investigate cross contamination issues



 CLEAN WATER ACTION

CONSUMER ENGAGEMENT

- The Lunchbox Project
- TraX - #tagmycup
- Video and Social Media



FUNDERS AND PARTNERS

Funders (past and present):

- US EPA, SF Bay Water Quality Improvement Fund
- California Coastal Commission-Whale Tail Grant
- Alameda County STOP WASTE
- Alameda County Community Stewardship Grant
- Lisa and Douglas Goldman Fund

Local Jurisdiction Partners:

- San Francisco Department of the Environment
- San Mateo County Watershed Program
- South San Francisco Dept. of Public Works
- San Jose Dept. of Environmental Services
- Oakland Dept. of Public Works



This project would not be possible without our funders, past and present.

And our local government partners.

If you're interested in participating, we're always looking for more partners and to expand our geographic scope. If you're looking for creative ways to comply with your storm water trash requirement, we can partner with you and help you reduce trash at the source in high generating commercial areas.

QUESTIONS?

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